



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, January 13th, 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: Bob Kudelski

Attendees: Voting Members; Larry Fisher, Stephen Durham, Nick Tallent, Steve McKain, Criselda Montoya, Chirag Patel

Absences: Matt Sprowls, Bob Kudelski, Jim Smith

Non Voting Attendees; Jennifer Green, Greg Schulte, RA Burrell, Steve Wadley

Please review: December Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (5)
3. Approval of Minutes – December
 - a. Nick Tallent motioned to approve the December minutes, Stephen Durham seconded, all approved
4. Election of 2015 Officers
 - a. Chairman – Larry Fisher nominated CK Patel, Nick Tallent seconded, all approved
 - b. Vice Chair – CK Patel nominated the county representative to the TTC as vice chair, Larry Fisher seconded, all approved
 - c. Secretary – CK Patel nominated Nick Tallent, Criselda Montoya seconded, all approved

- d. Treasurer – Larry Fisher nominated Stephen Durham, Nick Tallent seconded, all approved

5. Chair Report – CK Patel

a. Determine 2015 Meeting Schedule

- i. 2nd Tuesday of each month at 4pm, locations to be determined each month
- ii. Jennie Green pointed out that the February meeting should be rescheduled, given that she and CK would be attending the Go West Summit in Colorado Springs. Group scheduled the February meeting for Feb 5th at 4pm at the Visitor Center.

6. Treasurers Report

a. Monthly Town Lodging Receipts report – Update

- i. November 2014 was the strongest November on record, and with a few payments still outstanding, reflected a 4% increase over November 2013. November collections also exceeded the previous record set in November 2011, with marks 12 months in a row with record collections.
- ii. Year to date, lodging tax collections are up 16.89%

b. Current finances

- i. Bills are being processed and paid

7. Subcommittee Reports

a. Budget – Update provided by Jennie Green

i. 2014 Recap

- 1. Revenues in 2014 were \$58,160 up over projected revenue; all except approximately \$1,500 of the increased marketing budget was expended in 2014.
- 2. The one budget item that was underspent significantly was Wayfinding and Signage; planned landscaping at the entrance signs was not completed due to extremely high estimates solicited during the RFP process; landscaping was placed on hold until Spring of 2015

b. Fulfillment – Jim Smith

- i. Development of Lure Piece / Travel Planner

1. Jennie provided an overview of the new lure piece / travel planner. Discussions with the Sun were extremely positive. The Sun's visitor guide will be the only visitor guide distributed through the visitor center, area businesses and regional visitor centers. The new lure piece will be mailed first class and will include no advertising.
2. The new piece is in development – RFP has been sent out, staff is working on content and photos are being collected from photographers in the community; TTC Director aims to have all content ready to provide to vendor, once vendor has been selected, with the goal of having a product available by the end of March

c. Marketing – Chirag Patel

i. 2015 Marketing Plan

ii. Jennie Green introduced RA Burrell with Tourism Intelligence Group

1. Works with 80 destinations, including colorado tourism office and many destinations across Colorado
2. TIG focuses on the planning and implementation; tax collections are result
3. Growth rate of accumulating data for Pagosa Springs is in the top 10% of the rocky mountain region – TIG wants to better understand why Pagosa is seeing large growth, compared to other locations
4. Data collection is an aggregate look at social media, website traffic, search, etc – data reviewed based on our peers
5. For continued growth, budget is the first aspect – an increasing marketing buget; politics is 2nd – camaraderie, teamwork is critical towards ongoing success
6. Continued product evolution is essential – for example, what do we offer the non skier
1. Steve Wadley pointed out that the town and county work well together and are moving together to promote tourism

iii. Group Travel – upcoming conferences

1. CK Patel explained that with the increased marketing budget in 2015, we are doing more of what has been working, plus adding new pieces – group travel new area of focus for 2015
2. RA Burrell asked how group sales would be handled and asked if TTC had considered the direct model, utilized effectively in Bend, OR – explaining that the lodging properties followed up directly with leads
 - a. Jennie Green explained that leads will be handled initially through the TTC, while working closely with lodging properties; we hoped that properties will take a stronger role in following up on leads, but we will likely need to show some success before we will get all properties to feel group sales is worth their time

iv. DMAI Membership and conference attendance

1. Jennie Green provided overview of industry consortium, Destination Marketing Association International – becoming a member of DMAI will provide Pagosa with ROI tools for economic impact of events, best practices, structure and governance
 - a. CK Patel asked if anyone had any questions; he explained that as the TTC's budget grows, we need to become members of organizations like DMAI in order to continue to stay on top of industry trends and take advantage of knowledge share with other destinations
 - b. Group agreed to become a member of DMAI
2. Jennie Green sought approval to attend a Marketing Innovation Summit in San Francisco in mid April, hosted by DMAI
 - a. Group all agreed attending the summit would be useful

d. Events & Events Infrastructure – Larry Fisher

- i. no update – meeting will be scheduled in next few months to review unallocated funds for 2015 and determine whether to open up a new round of funding requests or explore ways for TTC to market 2015 events on behalf of event organizers

e. Special Projects – Jim Smith

i. No update

f. Wayfinding and Signage – Steve McKain

i. Visitor Center / Hot Springs Sign

ii. 2015 focus – signage at Piedra Rd, landscaping for entry signs, 125th Anniversary street banners for 2016 and Chimney Rock directional signs

g. Visitor Center subcommittee

i. Overview of Visitor Information Program 2014 Implementation and budget

1. CK Patel provided overview, based on summary provided by TTC Director in meeting packet; over \$30,500 was saved in visitor center operations compared to 2013 expenses; CK explained that the savings were experienced, even after many improvements made to the lobby, technology added, etc.

h. Tax Compliance – Jennie Green

i. 2015 Plan and Contract

1. Jennie Green reviewed the contract and proposal that Erin Neer with MuniRevs (formerly Sweet Books, LLC) provided in advance of the meeting
2. Erin and her team will review vrbo.com and homeaway.com to build a database of vacation rentals; they will begin contacting property owners to explain how to become compliant and why they should be compliant

8. TTC Director Report – Jennie Green

- a. TTC Director asked if there were any questions from the report; Jennie had provided many updates throughout the meeting

i. No questions

9. Old Business

a. None

10. New Business

- a. Public Comment
- b. Any other new business to come before the Committee
 - i. CK Patel asked the group to pursue new ideas in order to ensure approved capital expenditures were spent during the calendar year

11. Adjournment

- a. Larry Fisher motioned to adjourn, Stephen Durham seconded, all approved